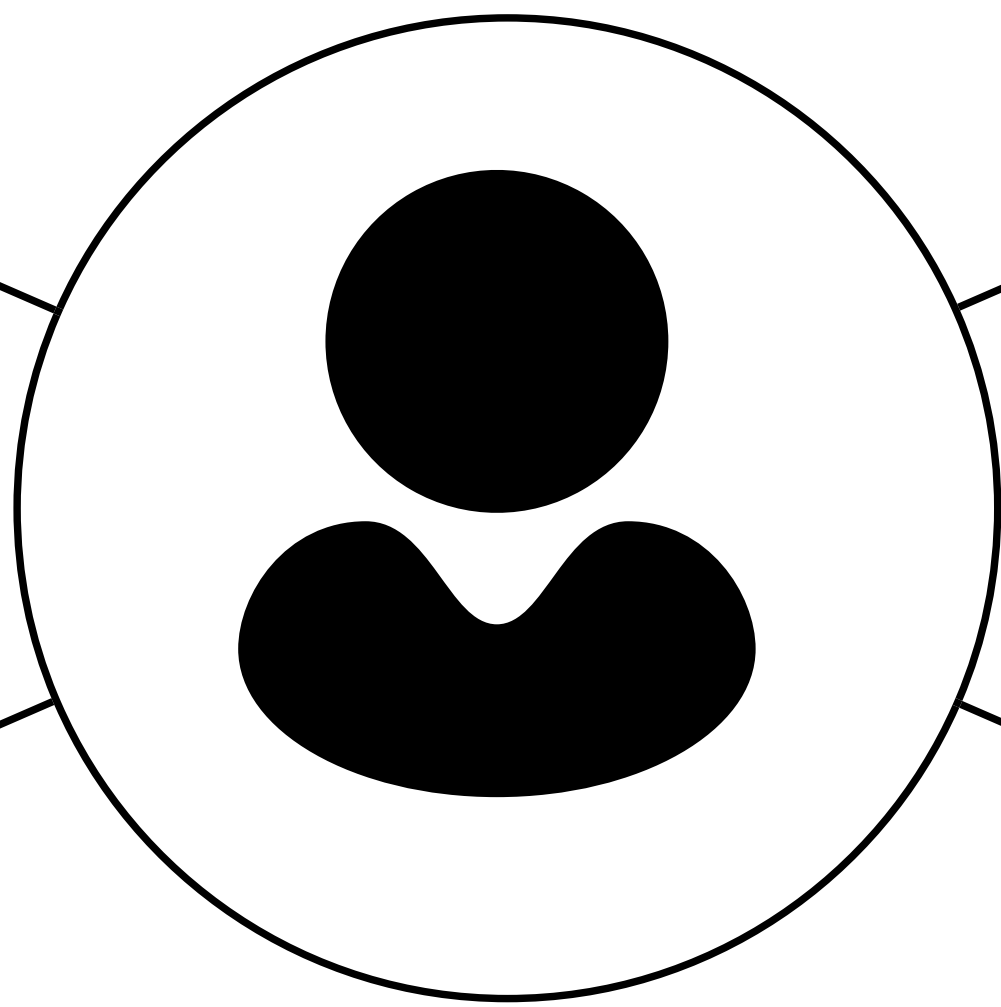


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



What do they
HEAR?

what friends say
what boss say
what influencers say

There are many types of cars are available in resale markets. so they can preferer soo many kind off car under different rates.

Boss ask them which type of car do prefer to buy fuel type, EV-type, or hybrids car engines.

They often ask case history of the vehicles is clear.

They ask about conditions, safety and pollutions control of the car.

They are have good attitude in public.

Most them judge the car about appearance and judge size of the cars also.

some of the them behaves like to buy must high car but they do have some small amounts to buy mid range cars.

And here last but not least most resale car buyers want buy a good mileage cars.

Most of them preferred at least hatchback cars, when we compare to hatchback and sedan type. Because hatchback have more space then sedan types.

they do see, a car in good condition, which has been regularly serviced from an authorized A car in good condition, which has been regularly serviced from an authorized centre.

Here they to see price , which price can be affordable to cast

Here company offers resale value will differs from brand to brand.

Company offers 25%to50% the averagely 10 years used car.

What do they
SEE?

environment
friends
what the market offers

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

PAIN

fears
frustrations
obstacles

Does engine work properly. Does its parts are in working condition
Does it has been serviced regularly
Does it has good fuel consumption rate

Gets Frustrated due to paper work
Gets Frustrated by financial conditions
Gets

Back pain
Mileage261

GAIN

"wants" / needs
measures of success
obstacles

Fulfil our needs in reasonable price
Gets to know good review about car.
We get our own private vehicle

If car is used for less days then the mileage travelled is less we get at low price
Condition of tyres

more than all things that car want to satisfies our own needs and satisfactions